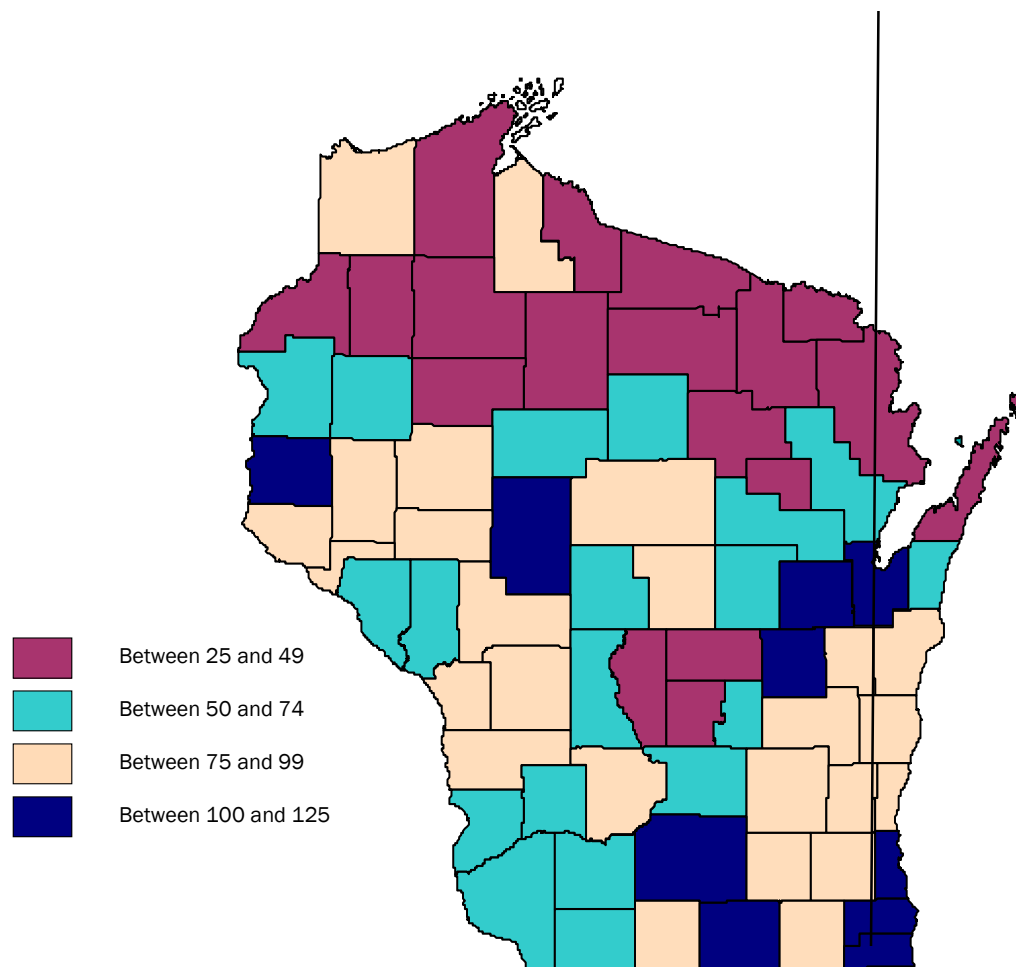


Kenosha County Workforce Profile



The number of residents aged 25-29 years for every
100 residents aged 60-64 years in year 2025



Source: Wisconsin Department of Administration, Demographic Services Center and the U.S. Bureau of Census.

For comparison, it is projected that there will be 90 residents aged 25-29 for every 100 residents aged 60-64 in Wisconsin in 2025. Nationally, it is projected that there will be 101 residents aged 25-29 for every 100 residents aged 60-64. In 2003, Wisconsin had 146 residents aged 25-29 for every 100 aged 60-64.



County Population

Kenosha County's population is the 22nd fastest growing in Wisconsin having grown over four percent and gaining the sixth highest number of new population, 6,500 more residents, from 2000-2004. Like a number of border counties in Wisconsin, Kenosha is experiencing better than average population growth and is expected to maintain this faster increase into the future.

Kenosha County's population growth has been well balanced

Total Population

	April 2000 Census	Jan. 1, 2004 estimate	Numeric change	Percent change
United States	281,421,906	292,287,454	10,865,548	3.9%
Wisconsin	5,363,715	5,532,955	169,240	3.2%
Kenosha County	149,577	156,082	6,505	4.3%
Largest Municipalities				
Kenosha, City	90,352	92,808	2,456	2.7%
Pleasant Prairie, Village	16,136	18,122	1,986	12.3%
Salem, Town	9,871	10,767	896	9.1%
Somers, Town	9,059	9,294	235	2.6%
Twin Lakes, Village	5,124	5,388	264	5.2%
Bristol, Town	4,538	4,692	154	3.4%
Wheatland, Town	3,292	3,354	62	1.9%
Paddock Lake, Village	3,012	3,106	94	3.1%
Randall, Town	2,929	3,098	169	5.8%
Silver Lake, Village	2,341	2,435	94	4.0%

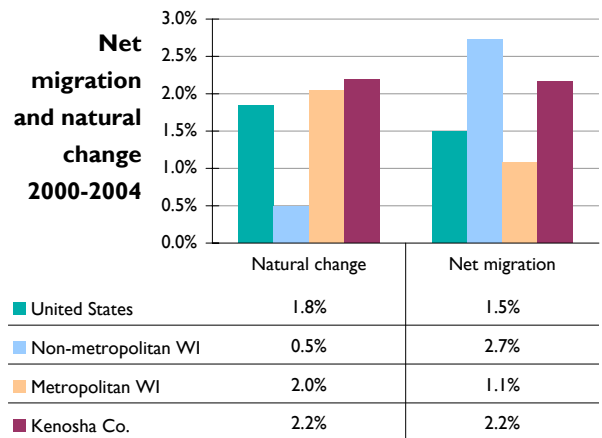
Source: Wis. Dept. of Administration, Demographic Services and U. S. Census Bureau

between migration into the county and net natural change in population. The middle graph shows a greater increase in the county's population via migration than what is typical of metropolitan Wisconsin counties. This is no surprise to anyone familiar with the county's history as it has been a destination for a large contingent of Illinois natives for many years. The populations of the bordering villages, Twin Lakes and Pleasant Prairie, have grown 35 and 51 percent, respectively, since 1990.

The migratory movement into Kenosha County should not overshadow its equally strong natural growth. In an era of aging population and ever slowing birth rates, metropolitan counties are usually 'younger' overall than non-metropolitan counties. This implies that metro populations are more abundant in younger adults with children. But this younger characteristic is projected to diminish over the next few decades. Though Kenosha is projected to still be a relatively younger county by

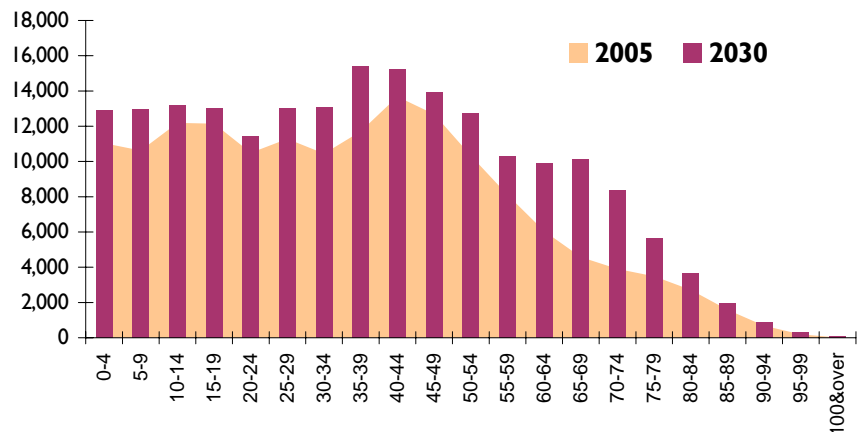
Wisconsin's standards, there will be no county in Wisconsin, and possibly in the nation, that does not experience at least a ripple in its workforce due to an aging population that will modify their economies.

There is no other demographic factor that will have as great an impact on the economy and workforce than age. The graph on the bottom of this page outlines the county's projected population by age group for years 2005 and 2030. Population growth is seen in every age group, though one can see that the growth will be much faster in the older groups. Between 2005 and 2030 the total population is forecasted to grow about 26 percent, which is much faster than the state's expected 15 percent growth. The number of those in their "prime working years", those ages 20 to 59, will decrease from 56 percent to 53 percent of Kenosha's total population, while those ages 60 years and older will increase from 15 percent to 21 percent of the total. Those 19 years of age and younger will



Source: WI Dept. of Admin., Demographic Services and U. S. Census Bureau

Population by Age Groups in Kenosha County



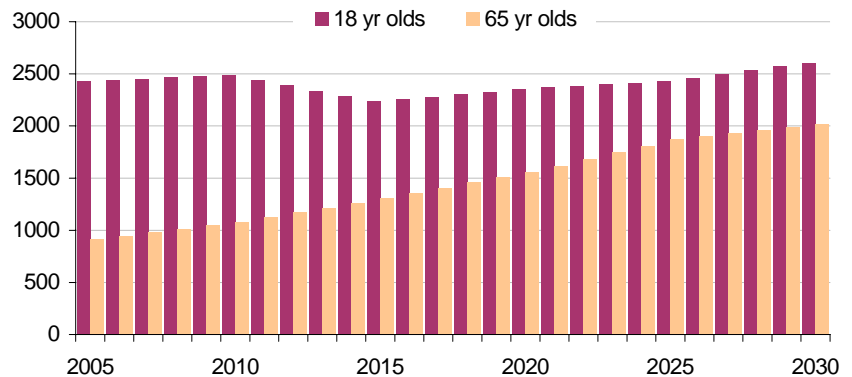
Source: WI Dept. of Administration, Demographic Services

Future Population and Labor Supply

shrink from 29 percent to 26 percent of the county's total.

The graph to the right plots the number of those 18 and 65 years of age from 2005 to 2030 in Kenosha County. This comparison is a small "slice off the top" of the demographic changes to come. While this graph isolates only two chronological years of age, it represents the older age shift underway in Kenosha County. The largest surplus of 18-year olds compared to 65-year olds happens in 2005, but as the years progress this surplus will shrink. Those aged 65, representative of those exiting the labor force, will eventually double by the end of this period, while those aged 18, representing labor force entrants, will be virtually unchanged from year to year. There are two main resultant scenarios, if not more, that could arise from this impending disparity between labor force entrants and exiters, 1) There will be labor shortages due to baby-boomers' retirements coupled with a lack of replacement workers. These shortages could be more pronounced particularly in key occupations that tend to be filled by those of a certain age group, gender, or educational background/skill set. And, 2) The goods and services demanded by an older population will help fuel change in the economy. Resource allocation will shift to industries that cater more to retired populations such as health care services, transportation, leisure and hospitality.

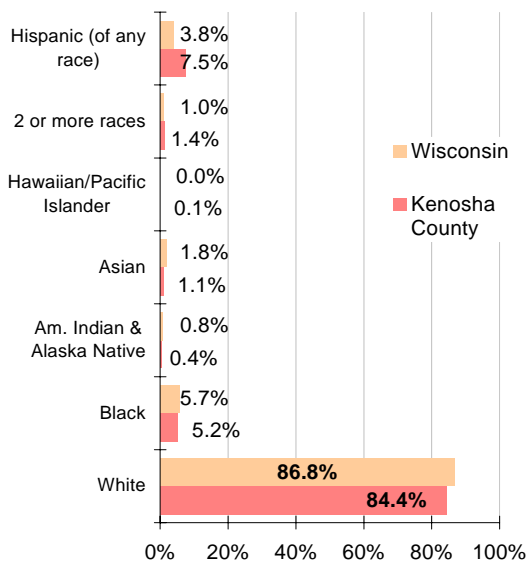
Convergence of 18 & 65 year old population in Kenosha County



Source: WI Dept. of Administration, Demographic Services

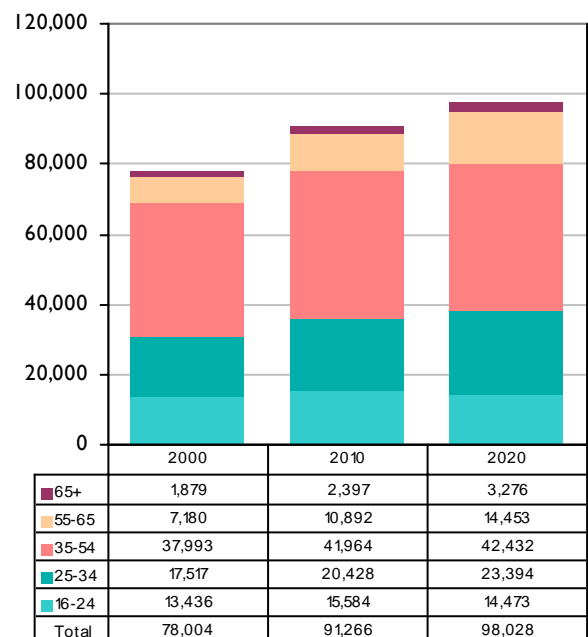
Kenosha's aging pattern is actually subdued compared to many other Wisconsin communities. Many Wisconsin counties forecast more people aged 65 than those aged 18 in the years to come. As a metropolitan county, Kenosha will likely attract a stable workforce and more employers into a quickly growing county, but these employers will still likely see an increase in the competition level for skilled/educated workers due to shortages.

Race and ethnic distribution



Source: U.S. Census Population Characteristics Estimates, 2002

Kenosha County Labor Force Projections by Age



Decade change	24.7%	17.0%	7.4%
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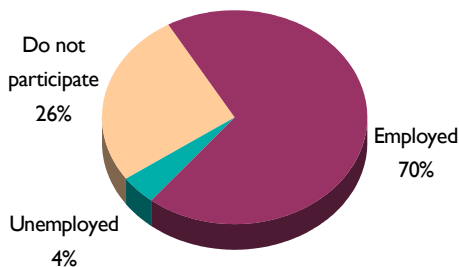
Source: DWD, Office of Economic Advisors, August 2004

Current Labor Force

Kenosha County's labor force is rather unique compared to the rest of southeast Wisconsin. The success of Kenosha's labor force is not only dependent upon the regional area's economy, but it is also firmly rooted in the economy of northern Illinois as well. This refers to the fact a good portion of Kenosha's workers commute to Illinois for their employment. Commuting will be discussed in more detail in

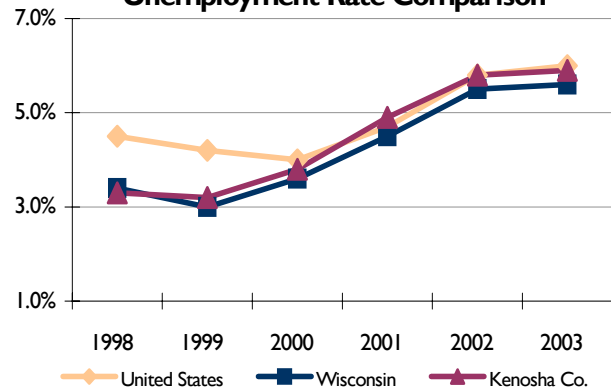
2000. Kenosha County's labor force participation rate (LFPR) stood at 73.6 percent in 2003, an increase from 72.1 percent in 2002. The LFPR ranked 25th highest among Wisconsin's 72 counties. It exceeded the LFPR of both the state (72.9%) and nation (66.2%) in 2003.

Labor force participation in Kenosha County



Source: DWD, Office of Economic Advisors, July 2004

Unemployment Rate Comparison



this profile.

Kenosha County's unemployment rate increased slightly in 2003 continuing a chain of annual average unemployment rates that exceeded the record low rates that occurred in the late 1990s.

It should be mentioned that the number of employed Kenoshans also increased in 2003; the first annual employment increase since

Kenosha County Civilian Labor Force Data

	1998	1999	2000	2001	2002	2003
Labor Force	81,261	80,410	82,440	82,603	82,645	85,211
Employed	78,551	77,815	79,301	78,569	77,850	80,204
Unemployed	2,710	2,595	3,139	4,034	4,795	5,007
Unemployment Rate	3.3%	3.2%	3.8%	4.9%	5.8%	5.9%

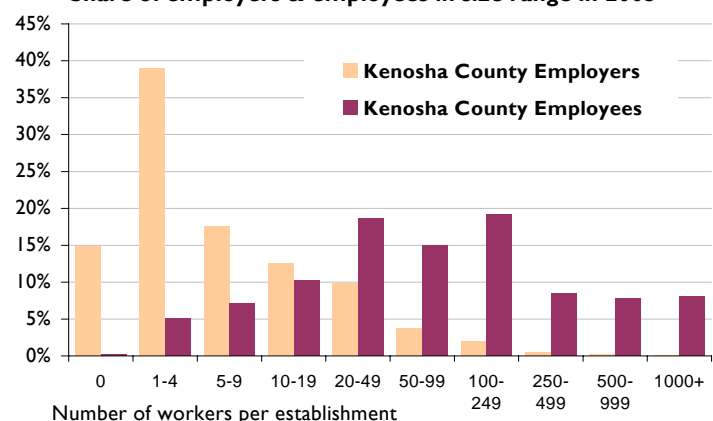
Source: WI DWD, Bur. of Workforce Information, Local Area Unemployment Statistics, 2003

Employers by Size

The majority of Kenosha County's employers are smaller as approximately 69 percent of them employ between one and 19 workers. While this may seem to be an inordinately large share of smaller employers, it is actually a typical share for a county this size. The term "small employer" is subjective. Some define it as an employer with fewer than 500 employees and others define it as low as 20 employees or fewer. Kenosha has nine employer establishments with 500 or more employees equaling about 0.3 percent of all establishments. These establishments employ 16 percent of the county's employees.

The most frequent establishment employment range is those having 1-4 employees. But the largest segment of workers, 19 percent, are found in establishments that employ 100-249 workers. Kenosha has an average of 16 employees per establishment, which is lower than the state's and higher than the national per establishment averages.

Share of employers & employees in size range in 2003



Source: DWD, Bureau of Workforce Information, Table 221, July 2004

Industry & employers by size

Examination of a county's labor market from the demand (employer) point of view is essential to gauge the type of workforce employers are seeking. The tables below outline the top industries and the top employers by name and establishment size. The pie-graphs at the bottom indicate the prominence of these top industries and employers in terms of the county's total employment.

It is common for services-providing sectors to show the large-

est and fastest employment growth in both one- and five-year periods. Some goods-producing sectors, like manufacturing industries, may show a large employment presence, but they may likely show a loss of employment over these timeframes, too. It is also common for many counties traditionally heavy in goods-producing employment to now have services-providers, particularly health and education services, as their larger employers and industry sectors.

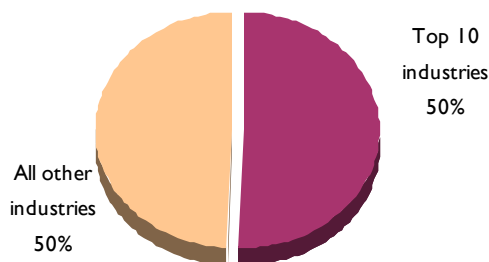
Top 10 Industries in Kenosha County

Industry	March 2004		Numeric Employment Change	
	Establishments	Employees	2003-2004	1999-2004
Educational services	28	5,961	-175	544
Food services & drinking places	242	4,885	177	635
Executive, legislative, & gen government	15	2,817	276	592
Hospitals	suppressed	suppressed	not avail.	not avail.
Fabricated metal product manufacturing	50	2,017	-12	-510
Ambulatory health care services	195	1,878	20	142
Transportation equipment manufacturing	suppressed	suppressed	not avail.	not avail.
Administrative & support services	102	1,545	284	156
Nursing & residential care facilities	26	1,536	55	354
Food & beverage stores	39	1,382	-44	35

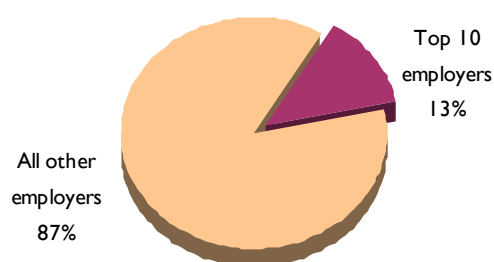
Top 10 privately owned Employers in Kenosha County

Establishment	Product or Service	Size (Dec. 2003)
United Hospital System Inc.	General medical and surgical hospitals	Over 999 employees
DaimlerChrysler Corp.	Gasoline engine and engine parts mfg.	Over 999 employees
Supervalu Holdings Inc.	General line grocery merchant wholesalers	500-999 employees
Aurora Health Care of Southern Lake	General medical and surgical hospitals	500-999 employees
Snap-On Tools Mfg. Co.	Hand and edge tool manufacturing	500-999 employees
Wilmot Mountain Inc.	Skiing facilities	250-499 employees
Carthage College	Colleges and universities	250-499 employees
Deluxe Media Services Inc.	Audio and video media reproduction	250-499 employees
Jockey Int'l Inc.	Underwear and nightwear knitting mills	250-499 employees
Wisconsin Electric Power Co.	Fossil fuel electric power generation	250-499 employees

Share of jobs in top 10 industries in Kenosha County



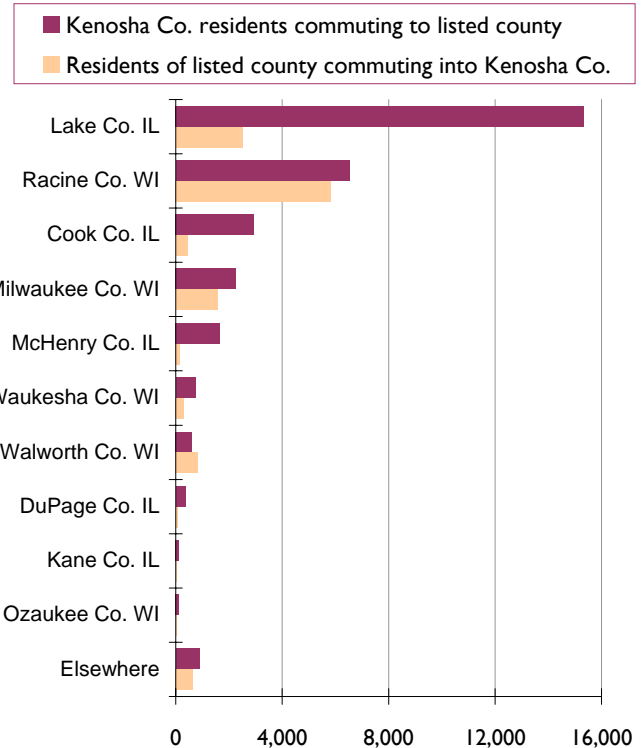
Share of Kenosha County jobs with top 10 employers



Commuting

Approximately 30 percent of Kenosha County's employed residents work in Illinois. Another 14 percent work in another Wisconsin county, which leaves the remaining 56 percent working in their home county. On average, 75 percent of Wisconsin's workers live and work in the same county. Commuting out of Kenosha County is theoretically necessary as the county has more employed residents than there are total jobs. The margin between these two figures is fairly wide-51,000 jobs in the county compared to 80,000 employed.

Kenosha County employers attract a fair number of workers from other counties despite its reputation as a fast growing bedroom community. Approximately 12,500 people from surrounding counties come to work in Kenosha, mostly from Racine County and Lake County, IL. This equals about 24 percent of all workers in Kenosha County establishments living in another county (or state). This is evidence that no matter how much worker movement may appear to flow in one direction that there is actually worker movement coming and going from all directions. This economic activity indicates how symbiotic these metropolitan economies are with one another; a much different perspective than being in competition with one another.



Source: U.S. Census 2000, Special tabulations: Worker Flow Files

Key occupations & wages

The table to the right lists the occupations with the most employment in Kenosha County as of May 2003. Their hourly wages are also displayed.

The hourly wages shown include the mean (average) and the median (50th percentile), which are the most frequently requested occupational data. The 25th and 75th percentile wages are also included to help give an indication of entry-level and experienced worker wages, respectively. The 25th percentile indicates that 75 percent of the total workers in this occupation earn more per hour than this wage. The 75th percentile wage indicates that 25 percent of workers make more than this hourly wage.

If the mean and median wages are relatively close, the labor market for this worker is probably tight or very competitive for hiring employers. If the median is significantly below the mean, an employer offering mean wages should have an advantage in attracting workers. On the same hand, prospective workers will likely find a higher than average level of competition for these jobs.

Occupation title	Hourly Wages			
	Mean	Percentile		
		25 th	50 th	75 th
Retail salespersons	\$10.13	\$7.11	\$8.27	\$10.16
Comb. food prep.& serving workers (fast food)	\$7.79	\$6.47	\$7.67	\$8.65
Team assemblers	\$16.56	\$11.09	\$13.87	\$24.10
Cashiers	\$8.54	\$6.80	\$7.96	\$9.79
Waiters & waitresses	\$6.54	\$5.83	\$6.32	\$6.83
Registered nurses	\$21.84	\$19.37	\$21.57	\$24.41
Elem. school teachers, except special ed.	*	*	*	*
Sales reps, whsl. & mfg, except tech. & scientific	\$38.45	\$22.90	\$47.42	\$53.51
Janitors & cleaners, except maids & housekeeping	\$10.39	\$7.61	\$9.45	\$12.77
Bookkeeping, accounting, & auditing clerks	\$14.05	\$11.31	\$13.71	\$17.00
Laborers & freight, stock, & material movers, hand	\$11.29	\$9.23	\$10.78	\$13.29
Middle school teachers, except special & voc. ed.	*	*	*	*
Nursing aides, orderlies, & attendants	\$10.00	\$8.80	\$10.04	\$11.19
Bartenders	\$7.14	\$5.91	\$6.60	\$8.01
Office clerks, general	\$11.07	\$8.55	\$10.64	\$12.81
Secretaries, except legal, medical, & executive	\$12.23	\$9.93	\$12.04	\$14.32
Packaging & filling machine operators & tenders	\$15.60	\$12.58	\$16.42	\$18.59
Executive secretaries & admin. assistants	\$15.45	\$11.91	\$14.43	\$19.25
Packers & packagers, hand	\$10.42	\$8.11	\$9.25	\$12.55
Receptionists & information clerks	\$9.93	\$8.27	\$9.73	\$10.99

Kenosha County is the Kenosha Metropolitan Statistical Area.

Source: DWD, Bureau of Workforce Information, Occupation Employment Statistics Survey 2003

Employment and Wages

Overall, the wages paid in Kenosha County are just below the state's average. A few Kenosha industry sectors such as manufacturing and construction do pay better than state average. Factors influencing these sectors' annual wage levels are occupational composition, presence or absence of workers under collective bargaining agreements, employee seniority, job tenure, average workweek hours, geographic location, and the seasonal nature of industry sectors. One will notice that financial activities is the lowest paid industry sector relative to its state average. This reflects Kenosha County's higher share of lower paying financial "sub-industries" and its associated occupations. The manufacturing sector shows the exact opposite of this with higher than average paying component industries not to mention the presence of workers represented by unions.

The graph below distributes total employment and total wages paid by industry sector in Kenosha County showing the impact that these sectors have on the local labor market. For example, manufacturing employment makes up 20 percent of total employment, but comprises a disproportionately high 30 percent of total wages paid by all Kenosha employ-

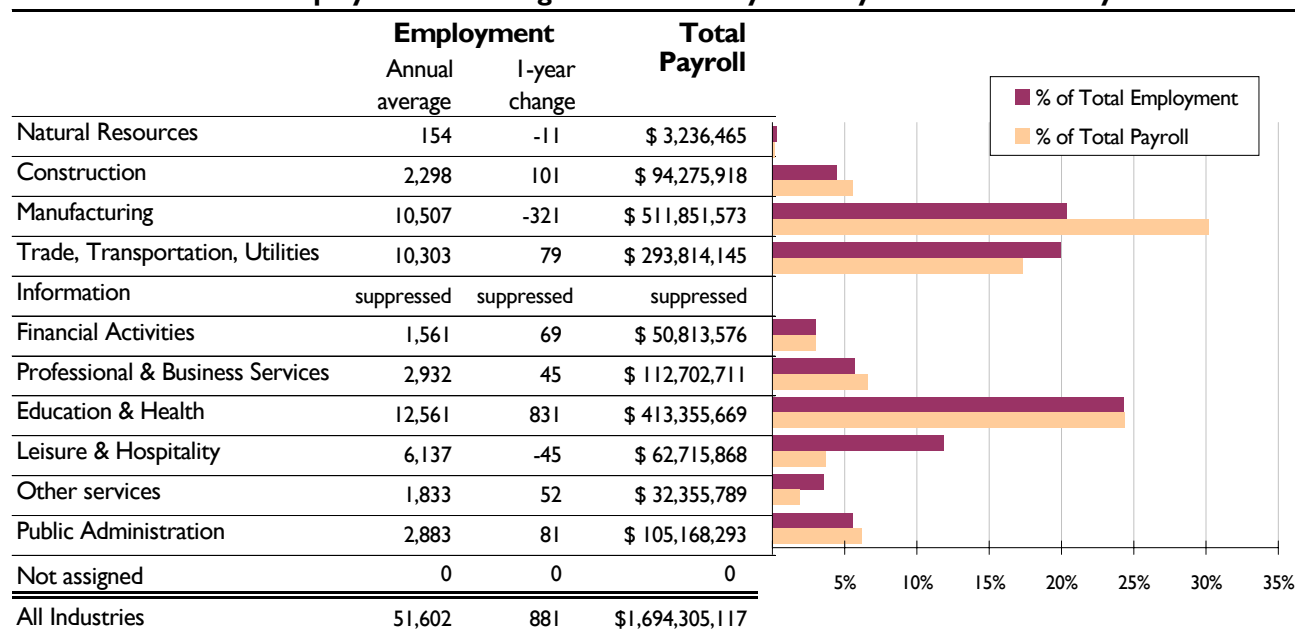
Average Annual Wage by Industry Division in 2003

	Average Annual Wage Wisconsin	Average Annual Wage Kenosha County	Percent of Wisconsin	1-year % change
All Industries	\$ 33,423	\$ 32,834	98.2%	1.0%
Natural resources	\$ 25,723	\$ 21,016	81.7%	7.5%
Construction	\$ 40,228	\$ 41,025	102.0%	-1.3%
Manufacturing	\$ 42,013	\$ 48,715	116.0%	1.8%
Trade, Transportation, Utilities	\$ 28,896	\$ 28,517	98.7%	2.5%
Information	\$ 39,175	suppressed	Not avail	Not avail.
Financial activities	\$ 42,946	\$ 32,552	75.8%	-1.9%
Professional & Business Services	\$ 38,076	\$ 38,439	101.0%	3.4%
Education & Health	\$ 35,045	\$ 32,908	93.9%	0.0%
Leisure & Hospitality	\$ 12,002	\$ 10,219	85.1%	1.7%
Other services	\$ 19,710	\$ 17,652	89.6%	-1.9%
Public Administration	\$ 35,689	\$ 36,479	102.2%	1.2%

Source: WI DWD, Bureau of Workforce Information, Quarterly Census of Employment & Wages

ers. Leisure and hospitality employment shows the exact opposite making up 12 percent of total employment, but only four percent of total wages paid. This disproportionately lower share of wages compared to its employment level is due to the seasonal nature of its employment, part-time work schedules and a higher percentage of entry-level paying occupations. The most balanced sector in terms of employment and wages is education and health services, which also happens to be one of the fastest growing industry sectors in Kenosha County and is projected to maintain this growth.

2003 Employment and Wage Distribution by Industry in Kenosha County



Source: WI DWD, Bureau of Workforce Information, Quarterly Census Employment and Wages, June 2004

Per Capita Personal Income (PCPI)

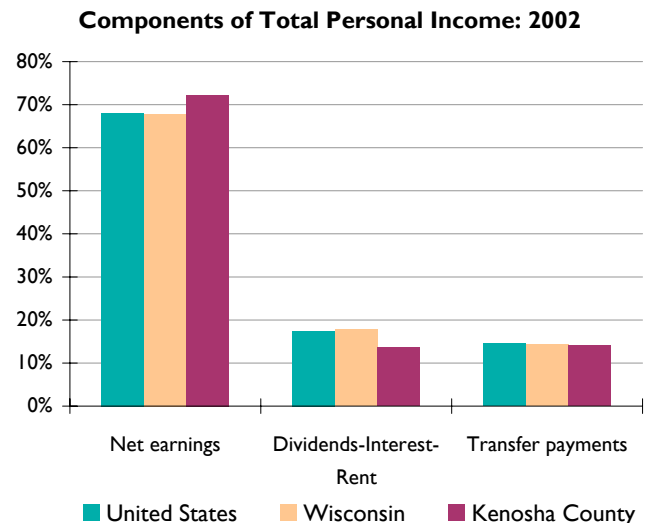
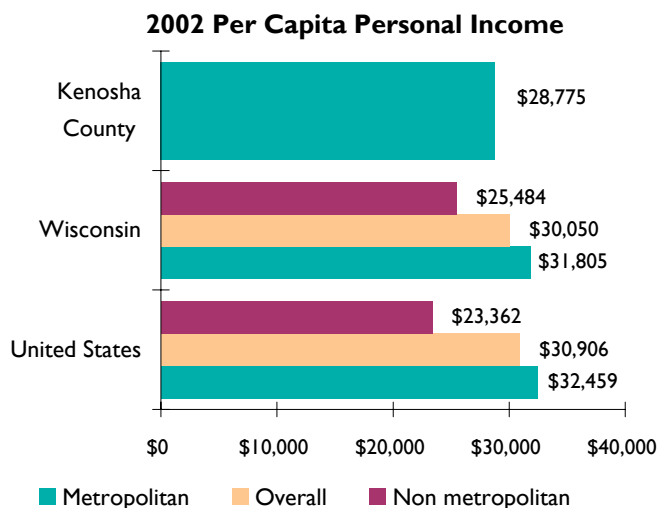
Income is the resultant combination of all manners in which people or families or households obtain monies. The majority of a county's total income comes from wages earned from jobs. Kenosha County residents, as a whole, obtain a higher than average share of their total income from their earnings and from dividends and interest compared to other income sources (graph, bottom right). It obtains a smaller than average share of its total income from government transfer payments.

Per Capita Personal Income (PCPI) is the most utilized statistic in referencing a local area's comparative economic health. One must keep in mind that this per capita measure-

ment's denominator, population, is just as meaningful to the figure as the dollars being divided by it. Kenosha's PCPI has increased faster than U.S. average in both nominal and real terms over the last five years and has maintained the same rate of growth as the state. Its total personal income (not shown in the profile) has grown much faster than the state's over the last five years. Faster population growth of non-earners in the county, such as an increase in young children, who typically do not contribute income, have likely slowed the pace of this per capita growth compared to total income growth.

	Per Capita Personal Income						Percent Change	
	1997	1998	1999	2000	2001	2002	1 year	5 year
United States	\$25,334	\$26,883	\$27,939	\$29,847	\$30,527	\$30,906	1.2%	22.0%
Wisconsin	\$24,514	\$26,175	\$27,135	\$28,573	\$29,361	\$30,050	2.3%	22.6%
Metropolitan WI	\$25,972	\$27,711	\$28,770	\$30,317	\$31,106	\$31,805	2.2%	22.5%
Kenosha County	\$23,470	\$24,993	\$25,992	\$27,728	\$28,218	\$28,775	2.0%	22.6%
In current dollars (adjusted to U.S. CPI-U)								
United States	\$28,397	\$29,670	\$30,170	\$31,181	\$31,010	\$30,906	-0.3%	8.8%
Wisconsin	\$27,478	\$28,889	\$29,301	\$29,850	\$29,825	\$30,050	0.8%	9.4%
Metropolitan WI	\$29,111	\$30,584	\$31,067	\$31,672	\$31,598	\$31,805	0.7%	9.3%
Kenosha County	\$26,307	\$27,584	\$28,067	\$28,968	\$28,664	\$28,775	0.4%	9.4%

Source: U.S. Dept. of Commerce, Bureau of Economic Analysis, May 2004



Source: U.S. Department of Commerce, Bureau of Economic Analysis, Regional Economic Information System, May 2004

The county workforce profiles are produced annually by the Office of Economic Advisors in the Wisconsin Department of Workforce Development. The author of this profile and regional contact for additional labor market information is:

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Madison, WI 53707
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email: Eric.Grosso@dwd.state.wi.us

Metropolitan Statistical Area (MSA) - A single county or group of counties that include at least one urbanized area with a minimum population of 50,000. Multiple-county MSAs have a central county or counties, which have a high degree of social and economic integration with the other member counties as measured by commuting data.

Non-metropolitan county - Any county that is not a member of a metropolitan statistical area.

Net Migration - One of two components of population change. It is the net result of individuals who either moved into or out of an area.

Natural Change - One of two components of population change. It is the result of the number of births minus the number of deaths in an area over a period of time. A natural increase indicates there were more births than deaths. A natural decrease indicates there were more deaths than births.

Employed - Persons 16 years of age or older, who worked as paid employees, or worked in their own business, profession or farm, or worked 15 hours or more as unpaid workers in a family-operated enterprise. Includes those temporarily absent from their jobs due to illness, bad weather, vacation, childcare problems, labor dispute, maternity or paternity leave, or other family or personal obligations.

Unemployed - Persons 16 years of age or older with no employment, who were available for work and made efforts to find employment sometime during the previous 4-week period ending with the monthly reference week. Persons who were awaiting recall to a job did not need to look for work to be classified as unemployed.

Labor Force - The sum of the employed and unemployed, whom are at least 16 years of age and older.

Unemployment Rate - The number of unemployed divided by the labor force. It is expressed as a percentage of the labor force.

Labor Force Participation Rate (LFPR) - The labor force divided by the total population aged 16 years and older. It is expressed as a percentage of the population aged 16 years and older.

Suppressed - Data is withheld or suppressed if it does not meet certain criteria. If an industry in a county has fewer than three employers or if a single employer employs 80% or more that industry's total employment in that county then the data are suppressed. These criteria were established to maintain the confidential reporting of payroll and employment by employers.

Total Personal Income - The aggregate income of an area received by all persons from all sources. It is calculated as the sum of wage and salary disbursements (less contributions for government social insurance), supplements to wages and salaries, proprietors' income with inventory valuation and capital consumption adjustments, rental income of persons with capital consumption adjustment, personal dividend income, personal interest income, and personal current transfer receipts that include retirement and veteran's benefits, government paid medical reimbursements, and income maintenance program payments.

Per Capita Personal Income (PCPI) - Total personal income divided by the total population.

Current Dollars - Phrase used to express historical dollar values in terms of their current purchasing power via inflation adjustment.

CPI-U - Consumer Price Index for all urban consumers, the most commonly used measure of inflation in the United States.